

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT
PERIOD JULY 1 THROUGH SEPTEMBER 30, 2010**

ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD JULY 1, 2010 THROUGH SEPTEMBER 30, 2010.

PROGRAM INDEX: *"WCCO 4 News"* – is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in this report range from 1 to 12 minutes.

"60 MINUTES" is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

"48 HOURS INVESTIGATES" is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

CONSUMER: Mpls. Home Sales, Wal-Mart Mobile, Franken Debt Collect

August 12, 2010, *WCCO 4 News*, "Mpls. Home Sales" – If you're looking for a home in this new economy, you may want to start looking in Minneapolis. According to the Minneapolis Area Association of Realtors, home sellers in Minneapolis will cut prices more often than sellers in any other city in the United States. Sellers cut the price at least once on 42% of all active listings last month. It's the second month in a row that Minneapolis has topped the list for the most markdowns. **September 14, 2010, *WCCO 4 News*, "Wal-Mart Mobile"** – Wal-Mart is entering the cellular service industry. The company introduced its cell phone plan and it will be available at the beginning of next week. Wal-Mart Family Mobile will run on T-Mobile's network. Unlimited calling and texting will cost \$45 per month. Each additional line will cost \$25. The service will be offered at most Wal-Mart stores across the country. There will be no contract requirement or early termination fees, and customers don't need to go through credit checks to get the plan. Wal-Mart plans to sell five phones for the plan, including a smart phone for \$249. The cheapest phone is \$35. **September 27, 2010, *WCCO 4 News*, "Franken Debt Collect"** - Minnesota's Senator Al Franken says people in Minnesota and across the country have been thrown in jail for owing money. Today, he outlined the bill he will introduce next week in the U.S. Senate. The bill will end the practices of debt collectors going after the wrong people, harassing them and trying to collect debts that have already been paid. It will also make collectors respond to consumer disputes.

CRIME AND PUBLIC SAFETY: *NWA Safety, Prostitution Ring, Andersen Indicted, Mankato Mayor, U of M Assaults*

July 23, 2010, WCCO 4 News, “NWA Safety” – We’re just now learning of a “cozy relationship” Northwest Airlines had with FAA inspectors, allowing the company to ignore safety orders for years. A whistleblower brought the allegations and a government report found them to be largely true. The whistleblower, FAA inspector, Mark Lund, said Northwest did not comply with 14 safety orders in a 4-month span back in 2008. One of those cases forced Northwest to ground 27 planes. The landing gear on the planes hadn’t been inspected. The inspections were intended to prevent the main landing gear from separating from the wing and possibly rupturing the fuel tank. Lund went on to say that FAA managers who oversaw Northwest routinely allowed the airline to avoid penalties or fines by voluntarily disclosing failures. Northwest has since merged with Delta Airlines. The problem continued, even after the Northwest-Delta merger. Delta says it’s looking into the government report. **July 29, 2010, WCCO 4 News, “Prostitution Ring”** – A former Hennepin County attorney has been charged in one of the state’s largest prostitution rings. John St. Marie is accused of running a website that advertised prostitution services with “nice guy” customers. According to the criminal complaint, St. Marie set up appointments for prostitutes with men he claimed were safe and would pay well. Investigators conducted surveillance of the prostitution activities at various hotels in Minneapolis between August 2008 and May 2009. Several patrons were arrested and admitted to police that St. Marie made their arrangements. Police executed a search warrant of St. Marie’s home and found him at his computer, working on a schedule for prostitution appointments. The case was referred to the Ramsey County Attorney’s office for review to avoid a conflict of interest because of St. Marie’s former position as an assistant Hennepin County attorney **August 3, 2010, WCCO 4 News, “Andersen Indicted”** - A Minneapolis police officer has been charged with a felony civil rights crime for assaulting a juvenile during an arrest. The indictment, returned by a federal grand jury, charges Jason Andersen with one count of willfully depriving a teen under arrest of the constitutional right to be free from the unreasonable use of force by a police officer. Sources say Andersen allegedly kicked the teen in the head as the boy struggled with two other officers. Sources also tell us that the officers who were there testified against Anderson. At the time, Andersen was assigned to the Metro Gang Strike Force. **August 24, 2010, WCCO 4 News, “Mankato Mayor”** – Mankato Mayor John Brady could face multiple charges after police say he was driving under the influence, involved in a hit-and-run accident and failed to yield to an emergency vehicle. Golden Valley police were alerted about the hit-and-run shortly after 1pm on Saturday in Minneapolis. An officer attempted to pull over the suspect vehicle, but Brady did not stop and exited the freeway where he was then involved in another accident at the top of the ramp. After police were able to pull Brady over, he was given a field sobriety test and found to be driving under the influence. He was arrested for the alleged hit-and-run accident, third-degree DWI, an open bottle violation and failure to yield to an emergency vehicle. He was transported to the Golden Valley Police Department jail, then taken to detox. **September 23, 2010, WCCO 4 News, “U of M Assaults”** – Students at the University of Minnesota are on edge as police warn them about two attacks within two days at the same fraternity house. The first attack happened early Saturday morning. A

woman was sexually assaulted in the bathroom at the Delta Kappa Epsilon house on University Avenue. The next night, four men beat and robbed two men at that same house. Police are asking anyone who might have witnessed either attack to call them.

GOVERNMENT: Senior Votes, School Money, Rybak Budget, Special Session Floods

July 23, 2010, WCCO 4 News, “Senior Votes” - The most important step the Democratic candidates for governor can take is to dance their way into the voting booth with senior citizens. Always an important constituency, seniors are even more critical this year with an early primary election in August. By some estimates, 80% of primary voters could be age 50 or more. And, senior advocates say many of them were hurt by the bad economy. Seniors make up just over 10% of the population, but that number will grow. Margaret Kelliher, a Democratic candidate, warns that seniors could bear the brunt of budget cuts if a Republican is elected. The seniors who vote in Minnesota’s August primary are more worried than they’ve been in years, according to AARP. **July 30, 2010, WCCO 4 News, “School Money”** - Some of Minnesota’s worst-performing schools are getting much needed help from the government. The Minnesota Department of Education says it will divide over \$24 million in federal grants to 19 schools this fall. In order to get money, the schools have to make dramatic changes, including adding an hour of class time and hiring more administrators. The largest grant of just under \$2 million is going to Edison Senior High School in Minneapolis. **August 16, 2010, WCCO 4 News, “Rybak Budget”** – Mayor Rybak has delivered his proposed 2011 budget to the city council. He’s calling for a “pension levy” to pay for the rising cost of city pensions. The impact on taxpayers would basically be the same; a 6.5 percent tax hike. In addition to property taxes, the budget focuses on making crime prevention the top priority. The mayor says the biggest challenge facing the city is illegal gun issues which is to blame for the increase in murders this year. **September 27, 2010, WCCO 4 News, “Special Session Floods”** – Help is on the way for victims of the flooding in Southern Minnesota. Governor Pawlenty announced he will call legislators into special session for one day in October to approve money for flood relief. Legislators will meet to prepare emergency funding to repair public infrastructure like washed out bridges and flooded schools. Low interest loans will be made available to homeowners, small businesses and farmers who have lost crops to water. The legislature is able to act quickly because of federal stimulus money coming to the state

DIVERSITY: Target Apology, ELCA Vote, Pastors Gay Marriage

August 5, 2010, WCCO 4 News, “Target Apology” – In a letter to employees, Target CEO, Gregg Steinhafel said he realizes the company’s decision to get involved in a political campaign “affected many of you in a way I did not anticipate, and for that I am genuinely sorry.” The Minneapolis-based retailer gave \$150,000 to MN Forward, a pro-business political fund running an ad supporting Tom Emmer, the Republican candidate for governor. Emmer is an outspoken opponent of gay rights issues. Minnesota gay and lesbian leaders called Emmer one of the most anti-gay politicians in the state and said Target’s apology isn’t enough. They say Target needs to make it right by either taking back the contribution or giving an equal amount to pro-equality candidates who support

the civil rights of gay and lesbian Minnesotans. Target says its intent is to support Emmer's ideas on the economy, not his opposition to gay marriage. **August 27, 2010, WCCO 4 News, "ELCA Vote"** – After a divide that started in Minneapolis a year ago, a new Lutheran church has been born. Last August, the Evangelical Lutheran Church of America, known as the ELCA, voted to allow pastors in same sex relationships to lead churches. Before that, gay clergy had to be celibate. Several congregations have left the ELCA because of the vote and have formed the North American Lutheran Church. **September 27, 2010, WCCO 4 News, "Pastors Gay Marriage"** – About a dozen Twin Cities religious leaders have voiced their support of a Catholic Church DVD that opposes same-sex marriage. They say same sex marriage does not benefit society. The DVD is called "Marriage: Unique for a Reason" is part of a national campaign by the U.S. Council of Catholic Bishops. Lesbian and gay leaders call the DVD campaign insulting. They say the church should stay out of what they believe is a civil issue, not a religious one.

HEALTH: Sleep Apnea, Bed Bugs, Flu Update

August 25, 2010, WCCO 4 News, "Sleep Apnea" – A new study shows a strong link between sleep apnea and heart disease in middle age and older men. Men 40 to 70 years old had a 68% higher risk of developing heart problems. When someone with sleep apnea falls asleep, the airways collapse and oxygen can't reach the lungs. The brain then forces the person to wake up and start breathing. The whole body suffers damage because of the lack of oxygen, which can then lead to development of atherosclerosis and other heart disease. **August 26, 2010, WCCO 4 News, "Bed Bugs"** – Terminix, a pest control company, released its list of the top 15 cities for bed bugs. Minneapolis was ranked number 15 on the list. New York was number one, followed by Philadelphia and Detroit. The rankings are based on how many calls were made reporting bedbug infestations, and on actual confirmed cases reported by workers in 350 of Terminix's service centers. Bedbugs can be found in mattresses, furniture and clothing and they feed off animal and human blood. For the most part, they are found in hotels, apartments and on airplanes. The bedbug outbreak is being blamed on the rise of international travel and the elimination of certain chemicals once used to kill them. **September 22, 2010, WCCO 4 News, "Flu Update"** – The Centers for Disease Control says over 160 million doses of flu vaccine will be produced this season, more than half of which have already been shipped. After last season's big H1N1 scare, followed by a relatively mild outbreak, health experts know we may not be in a rush to line up. If you're over 40, however, you may be inspired by a study out this week in the Journal of the Canadian Medical Association. It found that those who get their flu shot before mid-November, cut their heart attack risk by 21%. It's thought viruses may cause plaque to form in our arteries. This year's seasonal vaccine comes in a simple one-shot dose, which includes the H1N1 strain.

ENVIRONMENT: Project Energy Firefighting, Green Jobs, Paperless School

July 17, 2010, WCCO 4 News, "Project Energy Firefighting" - For as long as we've been fighting fire, water has been our weapon of choice. Recently, at a controlled burn, a

dozen Metro fire departments tried out a new water additive called Tetra KO. It is an environmentally safe, biodegradable powder, that when put into pumpers, turns water into a sprayable gel. The proof appeared in mere seconds. With flames devouring a vacant garage, firefighters used just a short burst of gel, and unlike plain water, the fires didn't reignite. The product is effective because it doesn't run off like water. Because the gel sticks to whatever is sprayed, firefighters will use ten times less water. **August 2, 2010, WCCO 4 News, "Green Jobs"** – The market is exploding with clean jobs for clean energy. It's called green-collar jobs. The basic definition of a green-collar job is that it must: pay decent wages and benefits that can support a family; be part of a real career path with upward mobility; need to reduce waste and pollution and benefit the environment. However, many expand the definition to include anything that helps put America on a path to a cleaner, more energy efficient future. That means jobs in public transit, scientists and teachers, green construction and building retro-fitting and even traditional blue-collar manufacturing jobs as long as the products contribute to de-carbonizing the economy. The most recent government study, "Measuring The Green Economy", found the number of green jobs at about 2 million. Green manufacturing jobs totaled more than 200,000 and green service jobs were much higher at more than 1 and a half million. Even during this recession, a Pew Institute report found clean energy jobs here in Minnesota grew by nearly 12%. **September 15, 2010, WCCO 4 News, "Paperless School"** – Minneapolis Southwest High School is putting together a 3-year plan to go paperless. They'll start with smarter document sharing and printing practices this year. By 2014, they hope to replace textbooks with digital versions, downloaded onto some kind of small computer, such as an iPad. The school thinks it can save money. The average student is carrying around \$300 worth of text books. If low cost tablets were loaded with licensed texts, the cost would be about \$15 apiece. The entire school district is already getting its health texts online as part of a pilot program and encyclopedias have been replaced by computers for most research. The school thinks it will also gain information. Digital texts get updated every year, while text books have information that's as old as the pages they're printed on.

WOMEN: Working Moms, Overweight Pregnancy

July 27, 2010, WCCO 4 News, "Working Moms" - Forbes Magazine has ranked Minneapolis-St. Paul as one of the best cities for working moms. Forbes says it ranks the cities based on women's earnings, unemployment rates, crime levels, school systems, health care and cost of living. Other top cities for working mothers include Washington, Boston, Pittsburgh and Baltimore. New York fell from number one last year to number 8. **August 4, 2010, WCCO 4 News, "Overweight Pregnancy"** - A new study says pregnant women who overeat could be doing more harm to their child. Researchers found women who gained more than 53 pounds during pregnancy had babies who were heavier at birth. They say that puts children at risk of obesity later in life, as well as developing other diseases. Recommendations for weight gain during pregnancy are based on pre-pregnancy weight. Normal weight women should gain 25 to 35 pounds. Overweight and obese women should gain 11 to 25 pounds.

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YOUTH AND FAMILIES: School Tests, Live Better, Elk River Players Punished For Alleged Hazing, ADHD Genetic

July 1, 2010, WCCO 4 News, “School Tests” - The results are in for Minnesota’s standardized tests and students are improving in both math and reading. However, there has been little progress in closing the achievement gap between white students and their Black, Hispanic and American Indian classmates. Forty-eight percent of white 11th graders were proficient in math compared with just 18 percent of Hispanics, 17 percent of Native Americans and 13 percent of African Americans. **July 3, 2010, WCCO 4 News, “Live Better”** – Genysys Works is a non profit organization that enables inner-city high school students to break through barriers and discover, through meaningful work experience, that they can succeed as professionals in the corporate world. The organization worked with six Twin Cities high schools to select 100 students for the program. The students will spend their summer learning everything they can about computers and business. They will go through eight weeks of training and end up as paid interns this fall in the IT departments of some of Minnesota’s largest companies, like 3M and Best Buy. The program has only been a part of the Twin Cities for two years, but already, 95 percent of the kids who have gone through it have gone on to college.

August 30, 2010, WCCO 4 News, “Elk River Players Punished for Alleged Hazing” - Punishments have been handed down to nine players from the Elk River High School football program after an alleged hazing incident. The harshest punishment went to four players who have been permanently removed from the team. Other punishments included two players from the team who will be removed from the team for one game and three additional players who will be removed from the team for four games and one week of practice. The school district had suspended its 54-player varsity program and notified police after a parent reported the hazing. The coaches were put on administrative leave and the district hired a law firm to look into the incidents in addition to a police investigation. **September 30, 2010, WCCO 4 News, “ADHD Genetic”** – Scientists say they’ve made an important discovery about a condition that affects millions of kids and their parents. They say Attention Deficit Hyperactivity Disorder is not caused by bad parenting or too much sugar. Research found that children with ADHD are more likely to have small pieces of their DNA missing or repeated. They hope that his finding eventually leads to better treatments. They also hope it takes the stigma off parents, because previously, theories suggested that ADHD was the result of bad parenting or high-sugar diets. About one in every 50 children has ADHD.